

Great Demo!



Creating and Delivering Compelling Software Demonstrations

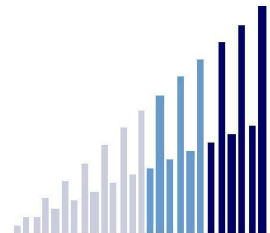
Prepared on Behalf of
The Silicon Valley Product Management
Association

December 3, 2005



Objectives

- Introduce a framework to create and deliver improved software demonstrations to increase success in the sales and deployment of your organization's offerings.
 - Crisper qualification
 - Faster sales cycles
 - Larger orders
 - Better communication: “no surprises”
- *Engage and prove your capabilities in minutes*
- *Focus on the value (as opposed to features)*
- *Increase the rate of success for your demos overall*



Agenda

9:00 AM: Workshop Begins

Introduction – Setting the Stage:

- Introductions and objectives for the day
- What is a demonstration? Why do demos fail? What happens when demonstrations fail?

Understanding Your Customer:

- Your Customer – Qualification and Needs Analysis
- “Why did they buy?” Discussion

Preparing Your Demonstration:

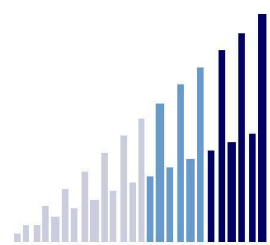
- Sales preparation – Key Components and Responsibilities
- Technical Preparation – Key Components and Responsibilities

Mapping the Process to Real Life:

- Multi-Solution and Multi-Player Demonstrations – Demonstration Roadmaps
- “Generic” vs. Customer-Specific Demonstrations
- Managing Time and Questions
- Handling Bugs, Crashes, and Other Challenges

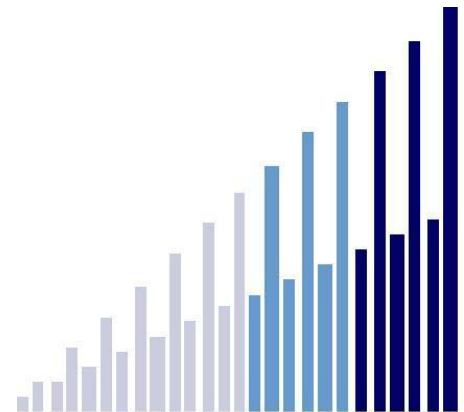
Questions and Answers

12:00: Final Summary and Close of Seminar



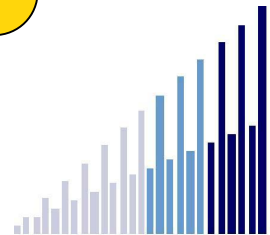
Setting The Stage

Creating and Delivering
Surprisingly Compelling
Software Demonstrations

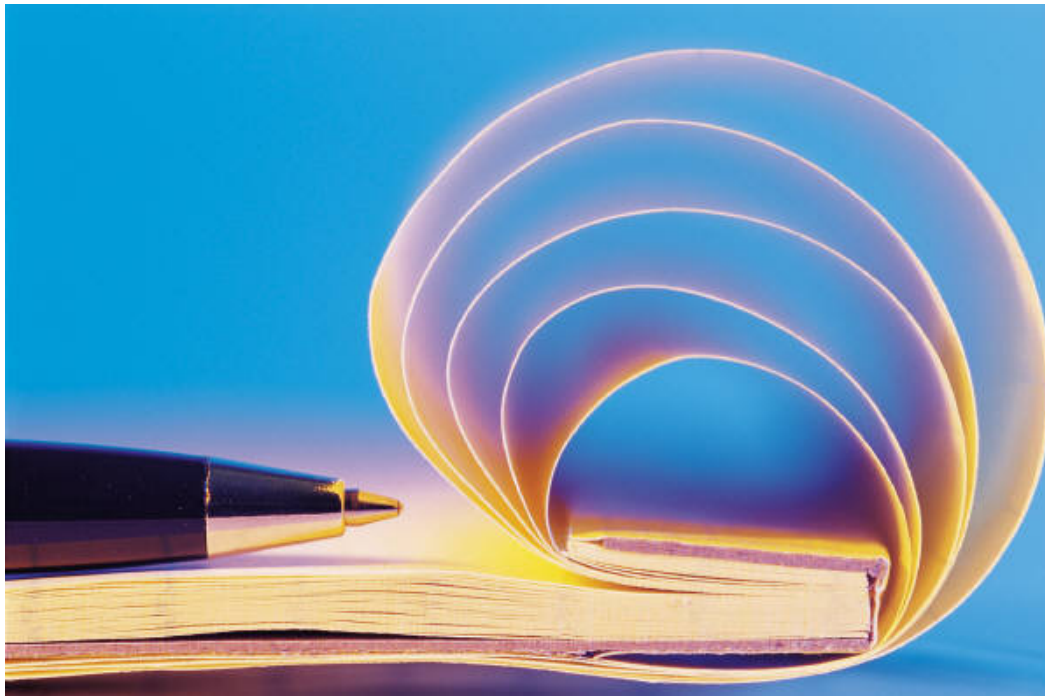


A Great Demo!

“Do the Last Thing First!”

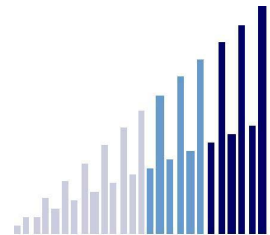


A Great Demo!

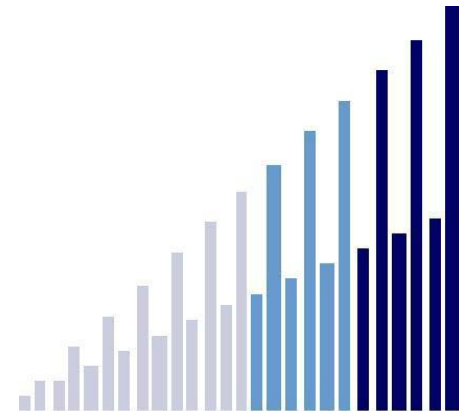


(Introduce)

1. Illustrate
2. Do It
3. Do It Again
4. Q & A
5. Summarize



A Few Questions....



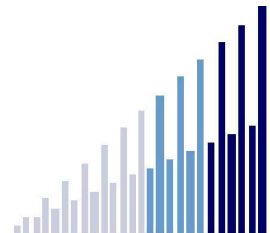
What Is A Demo?

Why Do You Do Them?

“Demonstration” Defined:

“The presentation of the set of Specific Capabilities needed to solve a customer’s Critical Business Issue.”

- What kinds of Demonstrations might you do?
 1. Technical Proof of Capabilities
 2. Vision Generation
 3. ~~Information~~
- Why do a Demonstration?
 1. Technical Proof of Capabilities
 2. Vision Generation



How Can Demos Go Wrong?

A feature failed – software bugs/crashes

Failure to identify Critical Business
Issues

Demonstrator didn't know the product

Unknown or unqualified audience needs

Can't drive the message

No story

Confusing story

Too long

Too boring

Too many features

Didn't stop in time

Unclear story

Got lost in the story

No point to the story

No conclusion or poor conclusion

Broad range of audience needs

Disconnect between Sales and
Technical

Capabilities didn't match needs

Lack of demo skills

Lack of clear objectives for the demo

Too little time

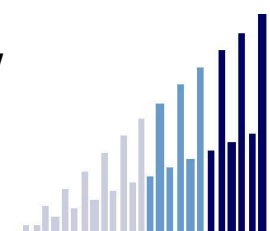
Too much time

Equipment failure

Equipment unavailable

Questions interrupted the flow

People interrupted the flow



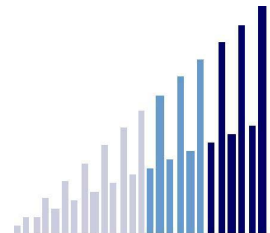
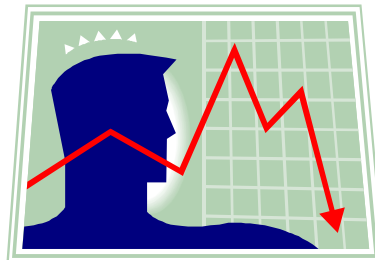
What Bad Things Happen When Demos Fail?

Sales

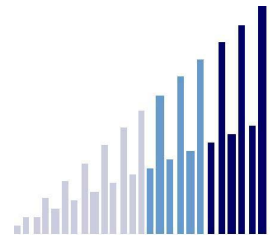
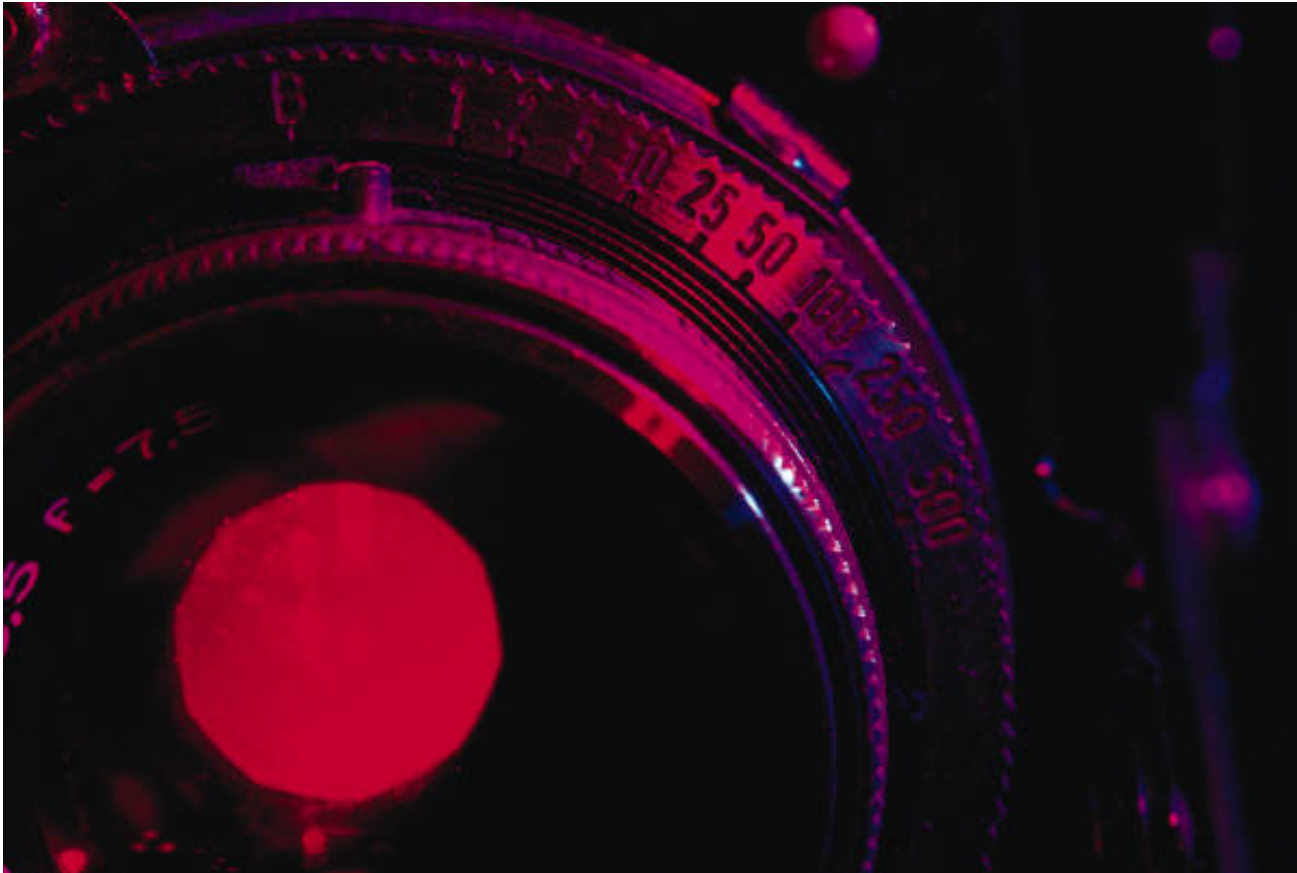
- Cost of sale increases
- Lost opportunities
- Value of sale is reduced
- Sales cycle is extended
- Sale is lost
- Fewer products/services sold
- Company misses quarterly or annual goals
- Salesperson misses quota
- Commission is lost or reduced
- People leave

Deployment:

- User adoption is slowed or stalled
- Feedback cycle to vendor is attenuated – missed opportunities
- Training costs increase
- Professional services (consulting) costs increase
- Adoption is limited – “shelfware”
- Benefits delayed (ROI)

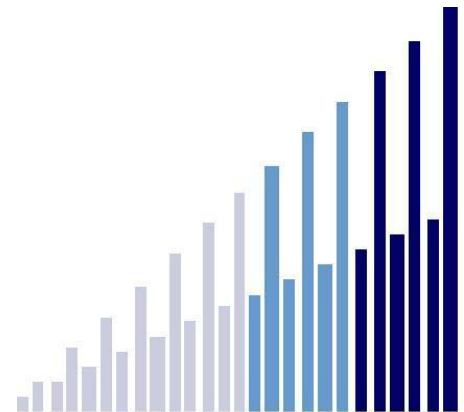


The Point Of Focus...

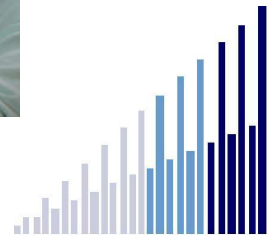


Understanding Your Customer

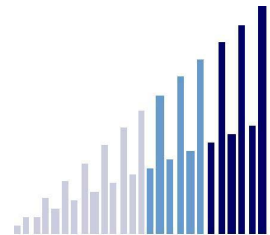
Creating and Delivering
Surprisingly Compelling
Software Demonstrations



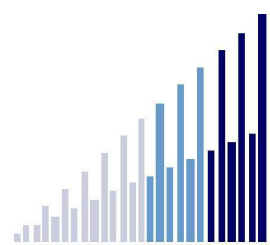
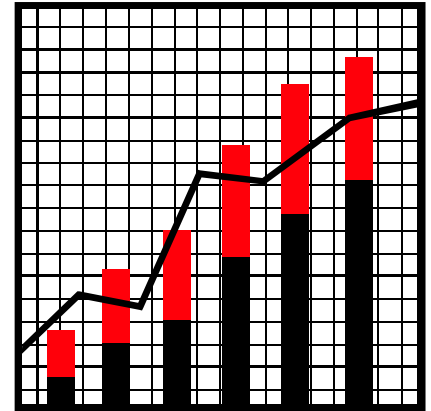
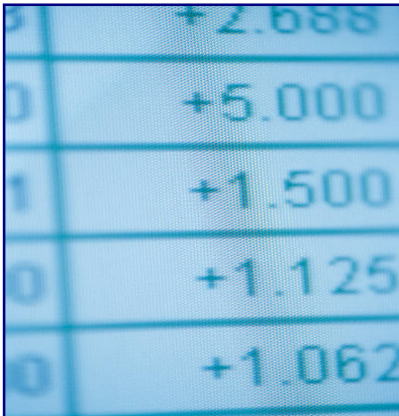
Why Do You Build And Sell Software?



Why Did Your Customers Buy Your Software?



Solutions



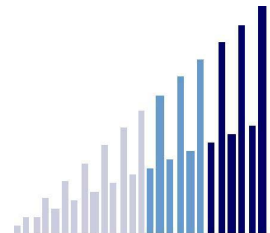
Specific Capabilities

You are riding a bicycle rather fast. You skid on some gravel and fall, scraping your legs and arms. You are bleeding moderately and you hurt, but your bike seems to be ok.

Someone sees you fall and comes to offer help. He offers you water – but you aren't thirsty, you're bleeding. He offers you a patch kit for your bike, but your tires are fine – and you are still bleeding. Now you are not only hurt, but also irritated! He offers food, music, asthma medicine, dancing girls, a new chain, a map, handlebars, bicycle bags, and a cell telephone.

All are very nice offers, but clearly what you need is:

- 1) a few bandages and*
- 2) a couple of aspirin*

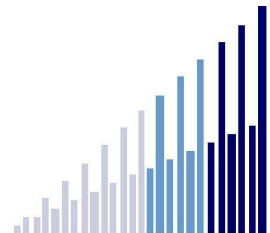
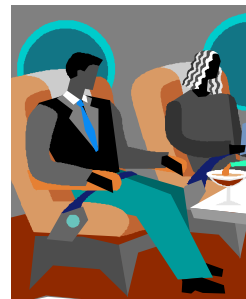


Exercise

Ask your partner the following questions:

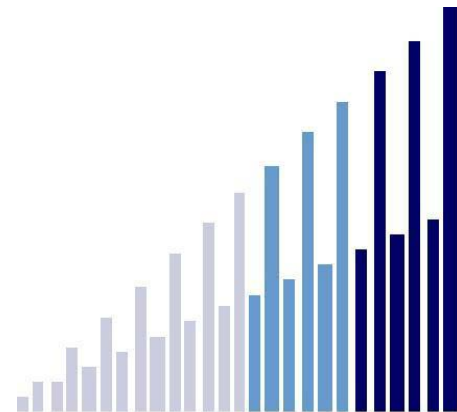
1. “What is the biggest challenge you face today in your job?”
 - (What are you trying to accomplish, fix, or avoid)?
2. What are the reasons that are causing this to be a challenge?
 - (What solution are you looking for)?
3. What specific things do you need to address these reasons?

(Try this on an airplane...)



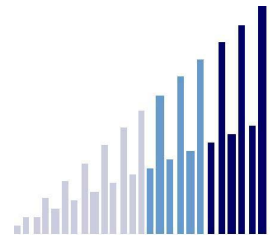
Preparing Your Demonstration

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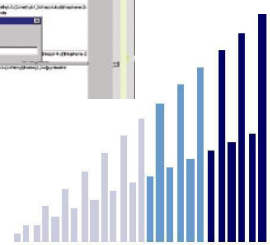
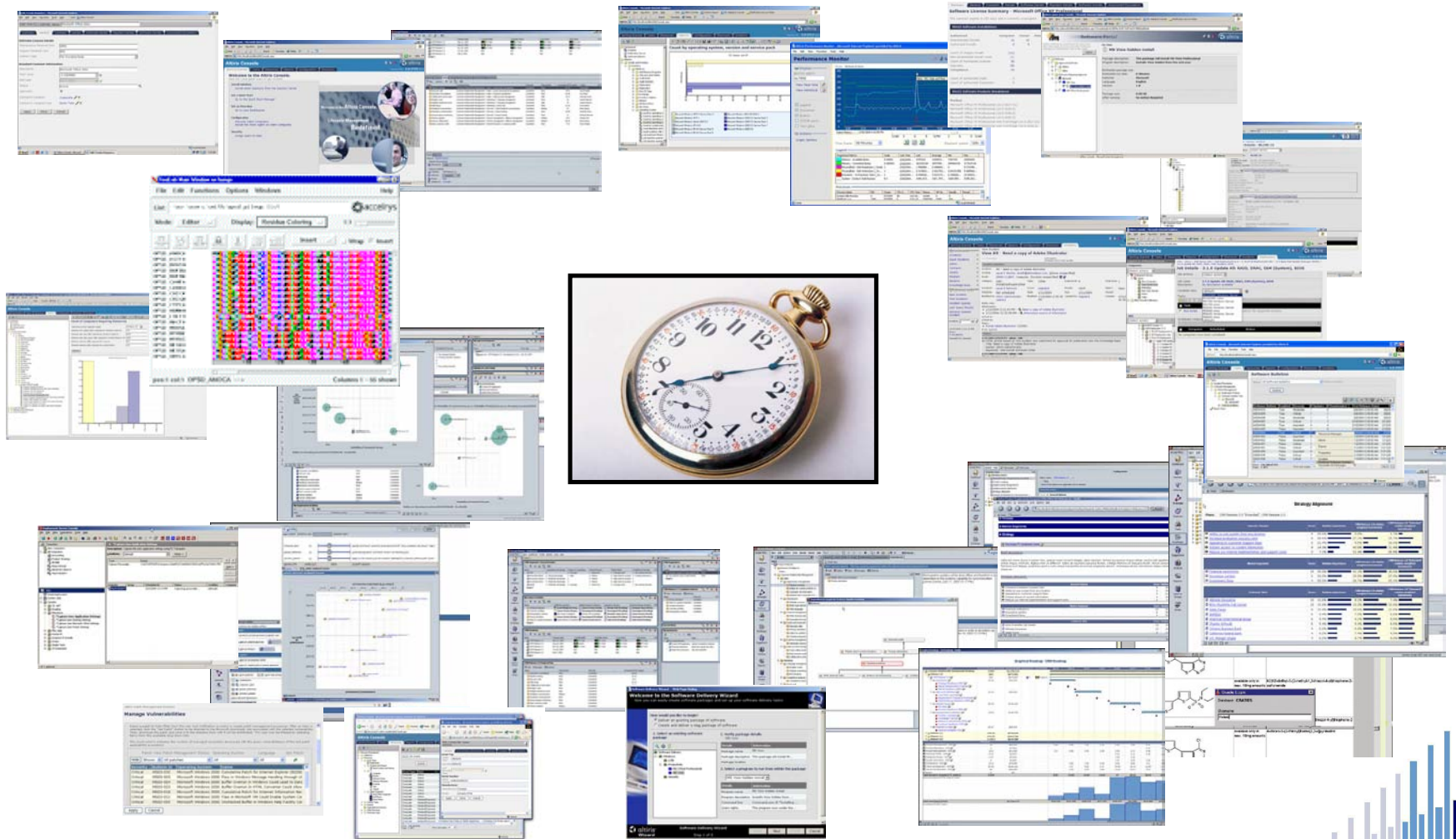


The Great Demo! Strategy

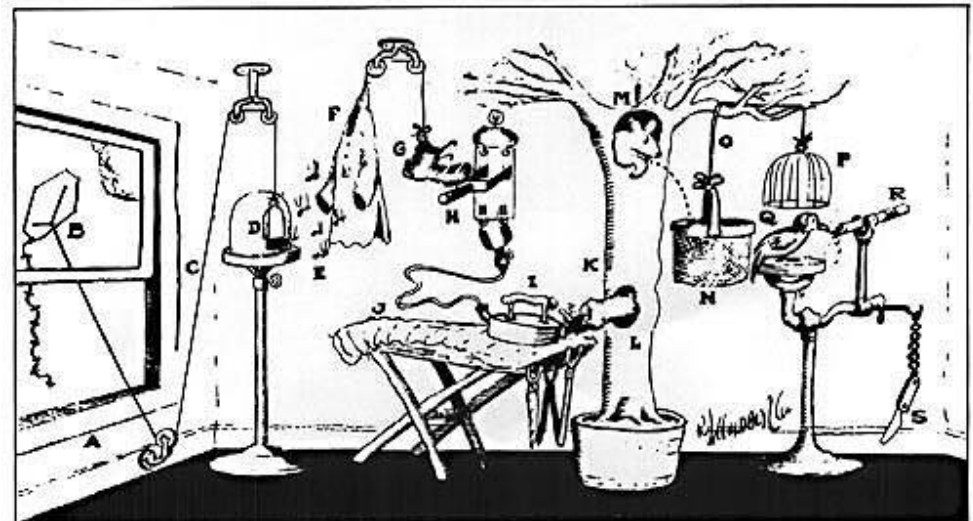
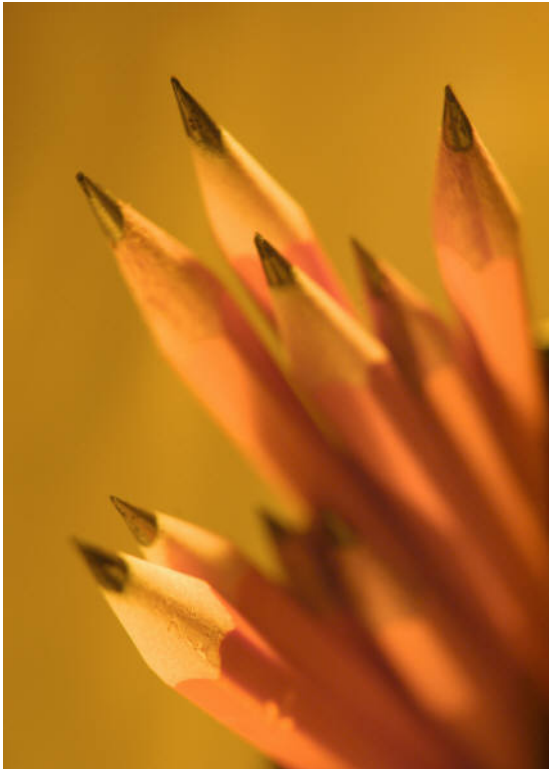
1. Present the Illustration - Summarize
2. Do It - Summarize
3. Do It Again - Summarize
4. Questions & Answers
5. Summarize



Traditional Demos...

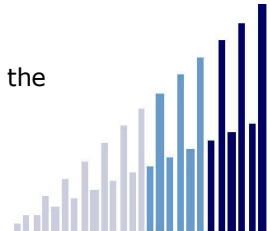


There Are Two Ways To Present Solutions...

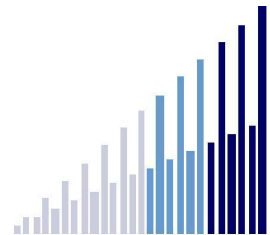


Pencil Sharpener RUBE GOLDBERG (tm) RGI 038

Open window **(A)** and fly kite **(B)**. String **(C)** lifts small door **(D)** allowing moths **(E)** to escape and eat red flannel shirt **(F)**. As weight of shirt becomes less, shoe **(G)** steps on switch **(H)** which heats electric iron **(I)** and burns hole in pants **(J)**. Smoke **(K)** enters hole in tree **(L)**, smoking out opossum **(M)** which jumps into basket **(N)**, pulling rope **(O)** and lifting cage **(P)**, allowing woodpecker **(Q)** to chew wood from pencil **(R)**, exposing lead. Emergency knife **(S)** is always handy in case opossum or the woodpecker gets sick and can't work.



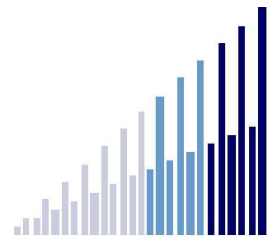
But What About The Other Neat Stuff Our Software Does?



Why Not Show Other Neat Stuff?

You add risks:

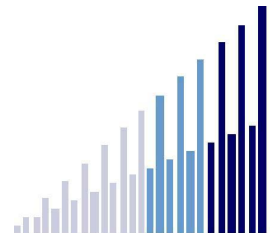
- Risk of running into bugs or crashing.
- Risk of boring the audience.
- Risk of presenting capabilities that are not desired.
- Risk of running out of time before the audience sees what they need.
- Risk of confusing the audience with too many features.
- Risk of making your product look too complicated.
- Risk of making your product look too expensive.



Morals

Great Demos present the what right away,
and then follow with the how.

Make sure both the what and the how focus on the
Specific Capabilities your customer needs.
No more, no less..

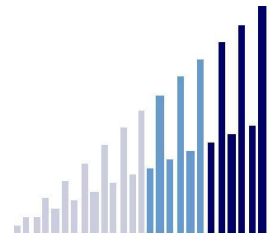


Starting the Demo

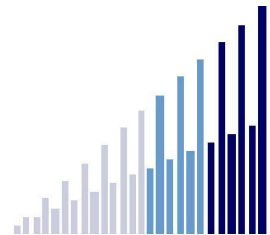
Ask two questions:

1. What are your customer's objectives?
2. What are their time constraints?

The most effective, important and influential people are always in demand and their time is limited.

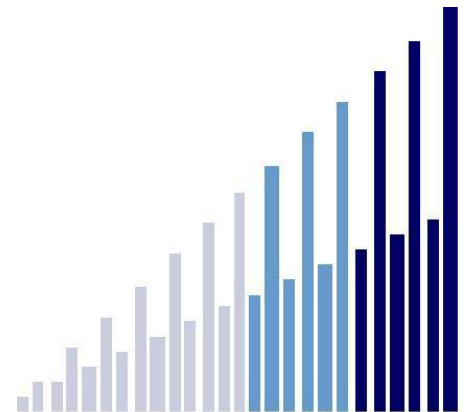


Whose Responsibility Is It – Sales Or Technical?



Sales Preparation

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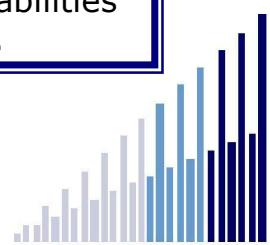
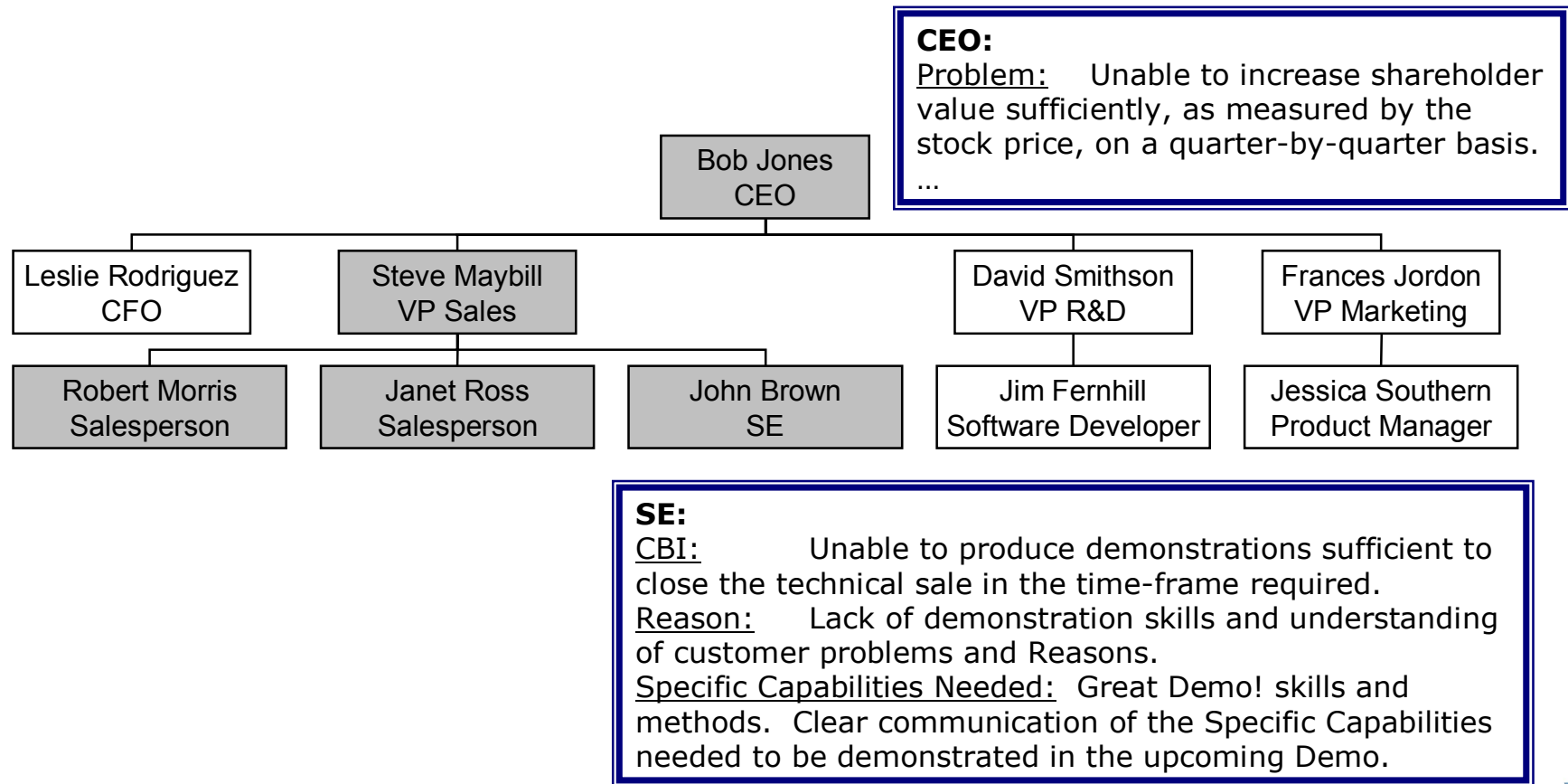


Role Of The Salesperson

1. Identify each member of the expected audience, their titles, and the relationships between the members of the audience.
 2. For each key person, identify their Critical Business Issues (CBI's), Reasons, and the Specific Capabilities needed.
 3. Create the Chain of Pain for the audience members.
 4. Determine the Objective for the demonstration meeting.
 5. Set-up and define the meeting agenda – start and end times, introduction, demo, summary, etc.
-
6. Communicate all of the above information to the SE and other members of the Selling Team.
 7. Reach agreement on which Specific Capabilities will be shown in the demonstration.

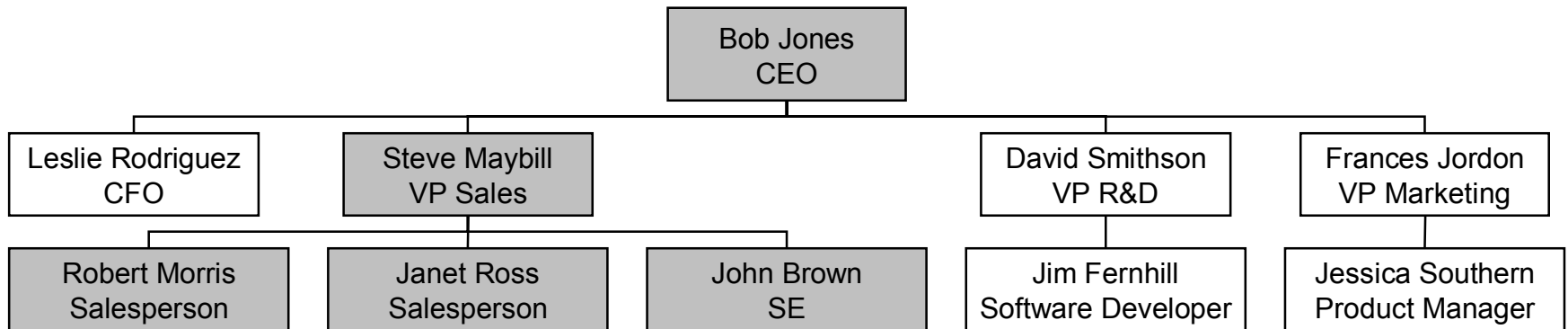


Identify Each Person's CBI's, Reasons, And Specific Capabilities

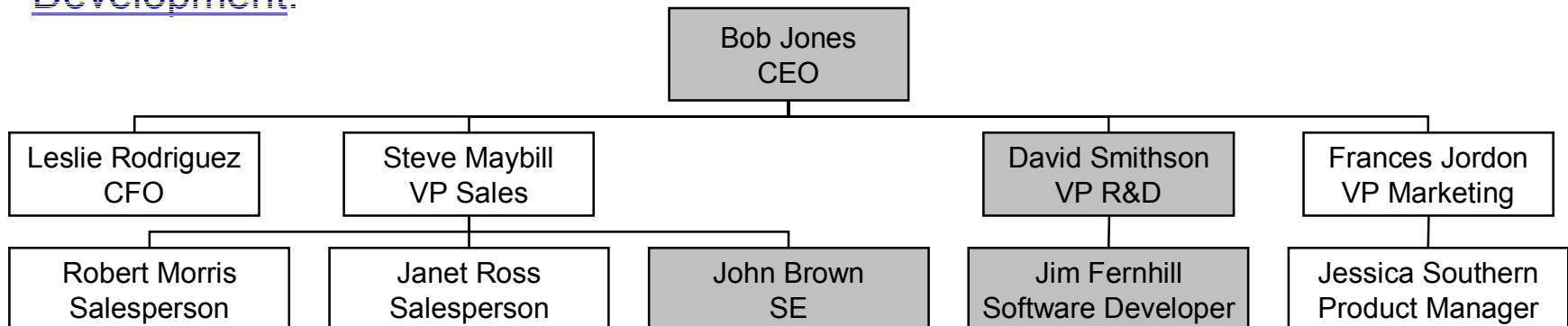


Identify The Chain(s) Of Pain

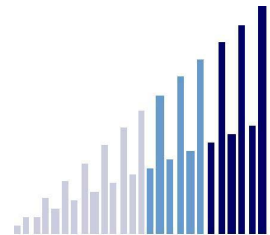
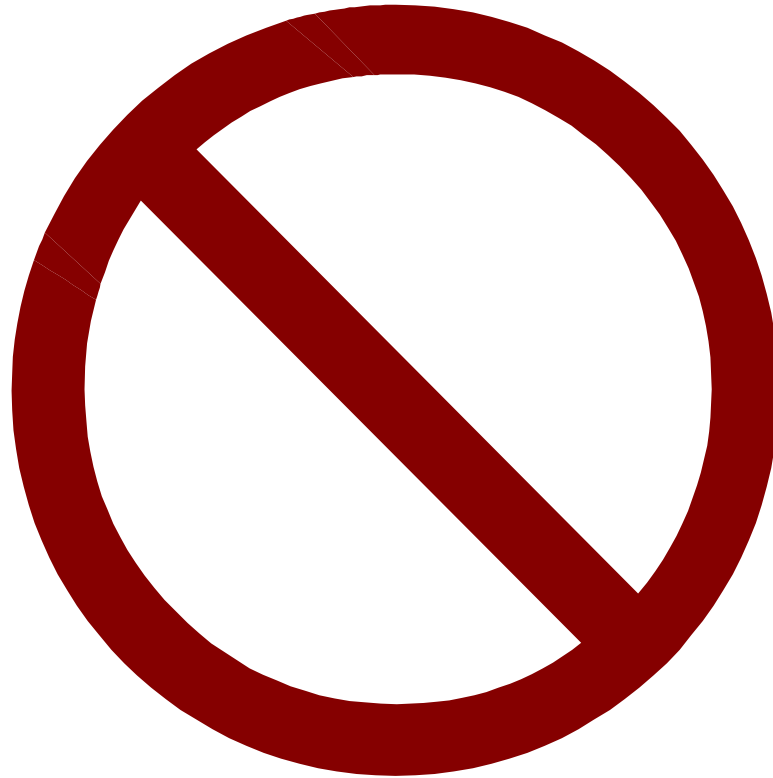
Sales:



Development:



Corporate Overview Presentations – Some Comments and Observations



The Situation Slide...

■ General Format:

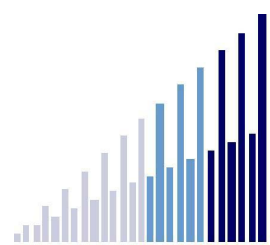
- ✓ Job title and industry: VP of ...
- ✓ CBI: Unable to ...
- ✓ Reason: Not enough ...
- ✓ Specific Capabilities: Need a way to ...
- ✓ Delta: Need to save 20 days ...

■ Technical Proof:

- Recall the Qualification information previously discussed.

■ Vision Generation:

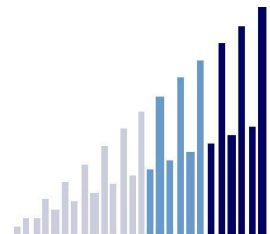
- Reference Story – Generate “hope and curiosity”.



Why Did They Buy Exercise

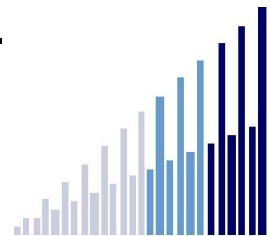
Why did they buy?

1. Choose one of your recent sales.
2. Write down your answer in the format:
 - ✓ Job title and industry: VP of ..., ...
 - ✓ CBI: Unable to ...
 - ✓ Reason: Not enough ...
 - ✓ Specific Capabilities: Need a way to ...
 - ✓ Delta: Need to save 20 days ...



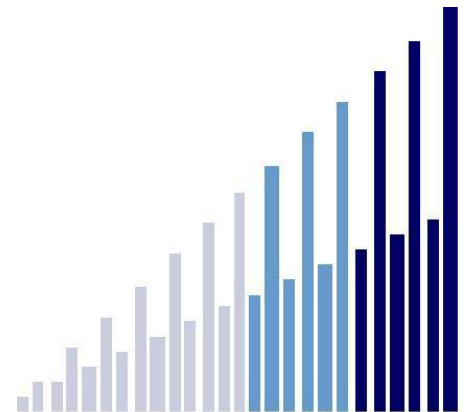
Salesperson Preparation - Summary

- ✓ Identify each member of the expected audience, their titles, and the relationships between the members of the audience.
- ✓ For each key person, identify their person's Critical Business Issues (CBI's), Reasons, and the Specific Capabilities needed.
- ✓ Create the Chain of Pain for the audience members.
- ✓ Determine the Objective for the demonstration meeting.
- ✓ Set-up and define the meeting agenda – start and end times, introduction, demo, summary, etc.
- ✓ Communicate all of the above information to the SE and other members of the Selling Team.
- ✓ Reach agreement which Specific Capabilities will be shown.

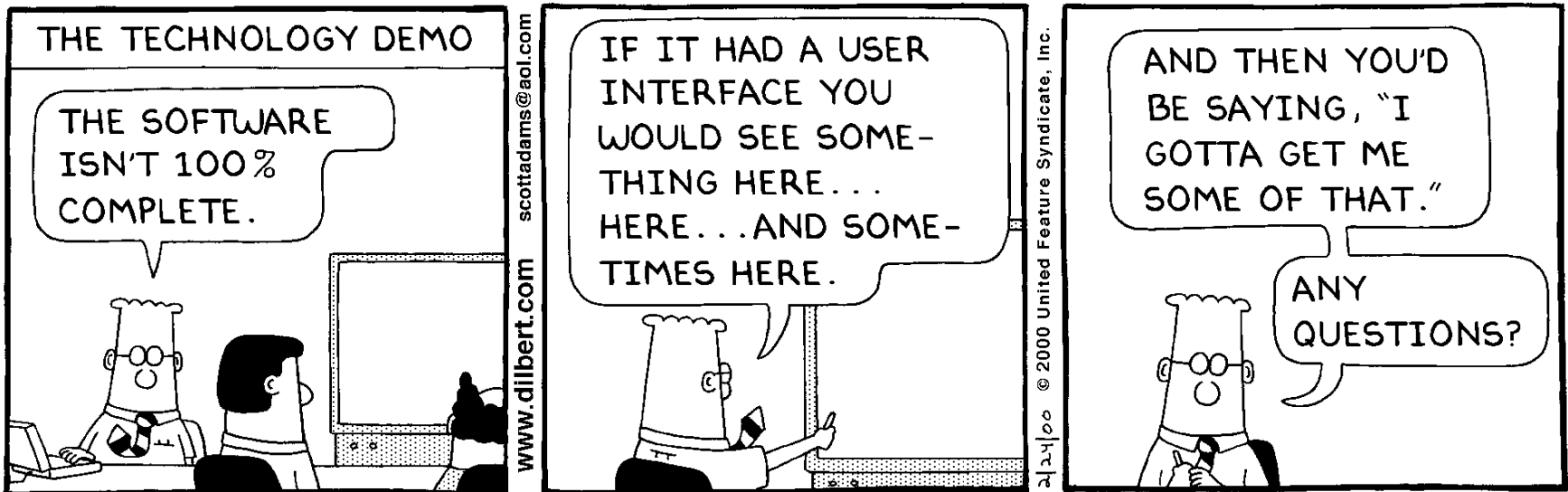


Technical Preparation

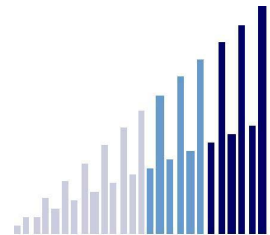
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Demos...

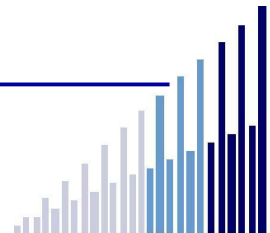


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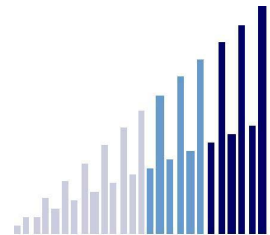


Role Of The SE

1. Execute Research.
 2. Coordinate Infrastructure.
 3. Create your Outline.
 4. Create your Summary and Introduction.
 5. Create your Illustration.
 6. Develop the first pass (the “Do It”).
 7. Develop the second pass (the “Do It Again”).
-
8. Practice.
 9. Present to the Selling Team.
 10. Adjust and Refine.
-
11. Confirm infrastructure.



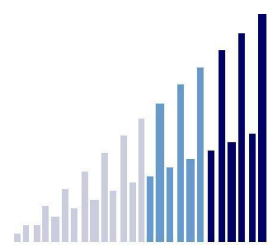
Execute Research



Coordinate Infrastructure With The Customer

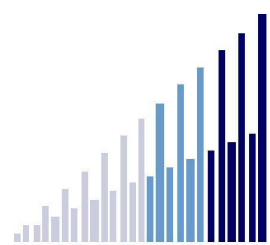


That unique (and ridiculous) UK power plug adapter.



Create The Outline


- ✓ Introduction
- ✓ Situation and Overview of Proposed Solution
- ✓ Demonstration
- ✓ Questions and Answers
- ✓ Summary



Example Outline Preparation

Example Scenario:

- Sales qualification determines the need for two Specific Capabilities:
 1. The ability to search for information
 2. The ability to report it in a manner that is acceptable and useful to the customer.
- The deliverable is a concise Report.



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The Content-Free Buzzword-Compliant Vocabulary List

"Our powerful software is flexible, intuitive, easy-to-use and integrates seamlessly with your other tools. Robust and scalable, your organization can enjoy the benefits of our best-of-breed world-class offering."

How many times have you read this in marketing materials for software? Does it provide you with any real information – or is it simply a string of meaningless buzzwords?

When you or your team uses these words and phrases in a presentation or software demonstration, you risk loss of credibility. Presentations and demos, in particular, need to focus on facts – not supposition – in order to achieve technical proof or generate a real vision in the customers' minds.

Here's the list of words that can get you and your team into trouble - we call it the "Content-Free Buzzword-Compliant Vocabulary List":

1. Robust	8. Interoperable
2. Powerful	9. Easy-to-use
3. Flexible	10. Intuitive
4. Integrated	11. User-friendly
5. Seamless	12. Comprehensive
6. Extensible	13. Best-of-breed
7. Scalable	14. World-class

How can you communicate the ideas behind these buzzwords and stay in the land of facts? Look for concrete, fact-based examples that illustrate the ideas.

For example, instead of saying, "Our software is robust," you might state "This software is deployed and in day-by-day production use by over 10,000 users around the world today." Or, alternatively, try "Our users enjoy a 99.98% uptime on a 24/7/365 basis." The more specifics and numbers you can provide make these statements more credible and support your claim.

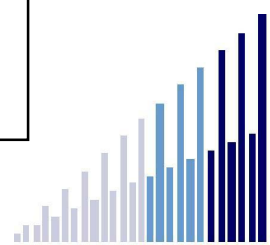
Similarly, you can replace the trite and hackneyed "user-friendly", "easy-to-use" and "intuitive" claims by being focused and sticking to the facts. You can cite the specific number of mouse clicks necessary to complete a task, for example. Or, perhaps you can reference that users of your software out-of-the-box have never found the need to purchase training. Just the facts, Ma'am...no hyperbole!

A good test you can apply to your own material is to ask the question, "In whose opinion?" If it is a quote from a customer, then that's terrific, and you should identify the quote accordingly. However, if the answer is that it came from your marketing department (or your lips!), then you should find a way to rephrase.

Page 1 of 2

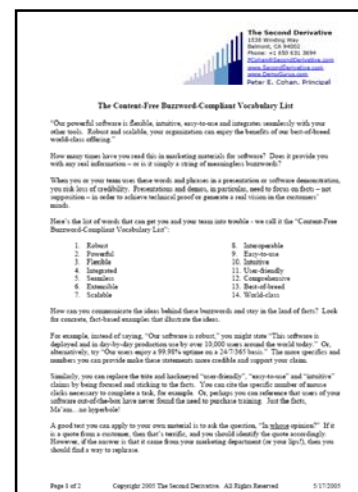
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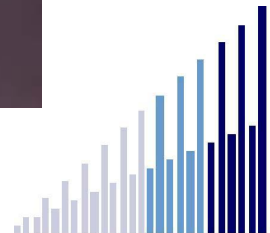
Example Outline

1. Introduction.
2. Present the completed Report (Illustration).
3. Create the Report and present it again.
4. Edit/improve the Report and present it again.
5. Questions and Answers.
6. Final Summary.

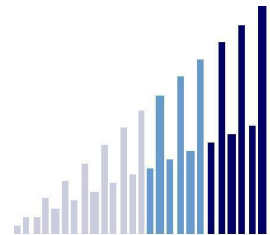


Adults Learn By Repetition

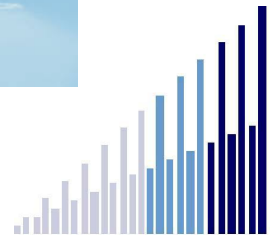
- Introduce – What you will tell them...
- Demo – Tell them...
- Summarize – What you did tell them...



The Illustration



Where Can You Find Terrific Examples of Illustrations?



Virtual Exercise

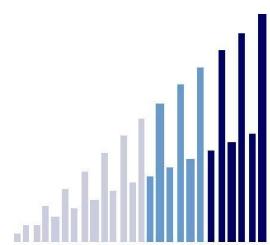


Illustration Exercise

1. Start with your Situation Slide:

- ☐ Job title and industry: VP of ...
- ☐ CBI: Unable to achieve objective of ...
- ☐ Reason: Too much ...
- ☐ Specific Capabilities: Need a way to ...
- ☐ Delta: Need to save 20 days ...

2. Create an Illustration:

- ☐ Your Illustration best communicates how your audience consumes and realizes the value of your solution.
- ☐ Your Illustration could be...
 - One or two PowerPoint slides
 - A document, a spreadsheet
 - One or two key screens from your software
 - A dashboard, a portal, one or two web pages...

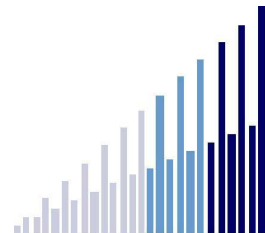


Illustration Exercise – Presenting Illustrations

1. Present and Review the Situation Slide:

- ☐ Job title and industry: VP of ...
- ☐ CBI: Unable to ...
- ☐ Reason: Not enough ...
- ☐ Specific Capabilities: Need a way to ...
- ☐ Delta: Need to save 20 days ...

2. Present and Describe the Illustration and communicate:

1. What the audience is seeing in the Illustration.
2. Remind them of the Delta (how they achieved it previously vs. how it is accomplished using the Solution).

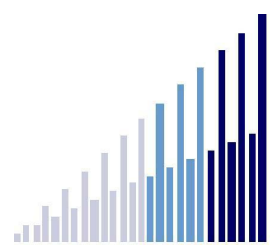


The Delta:

- Cheaper
- Better
- Faster
- Couldn't Be Done Before

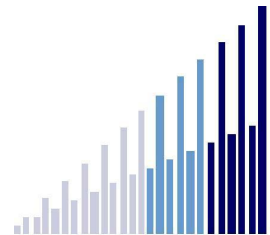
Delta Measurements:

1. Time
2. People
3. Money



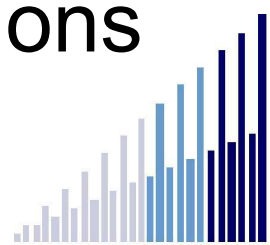
More On Illustrations

- Should an Illustration be presented as an overhead, from printout, or as a live screen?
- Can more than one Illustration be appropriate for a particular Solution?

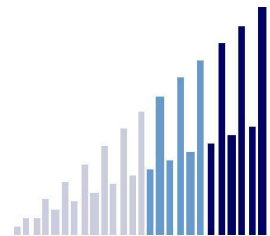
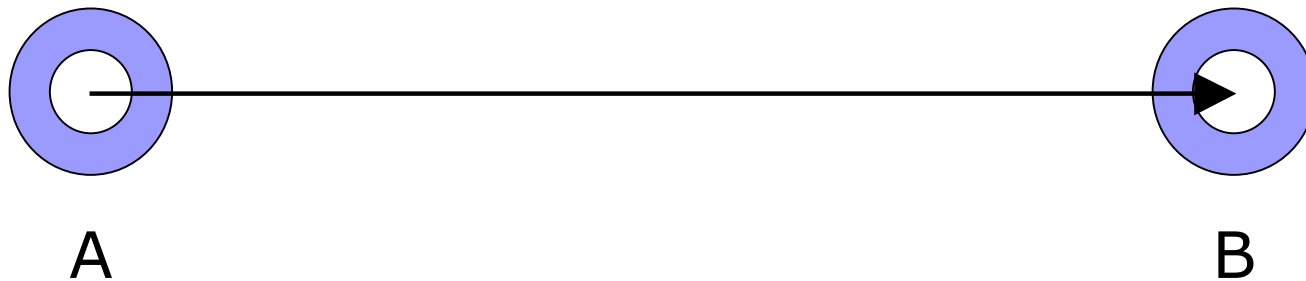


Even More On Illustrations...

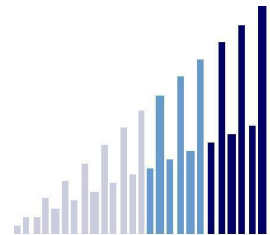
- How/where else can terrific Illustrations be used?
 - ☐ Brochures, fact sheets, etc.
 - ☐ Deliverables at Vision Generation demos
 - ☐ Trade-show deliverables
 - ☐ Web-site downloads
 - ☐ Other uses?
- Organize to capture and share Illustrations



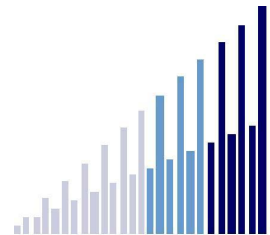
What Is The Shortest Distance?



Just “Do It”



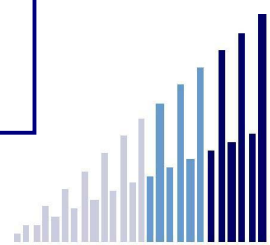
How Long Should Your “Do It” Pathway Be?



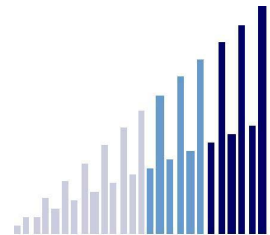
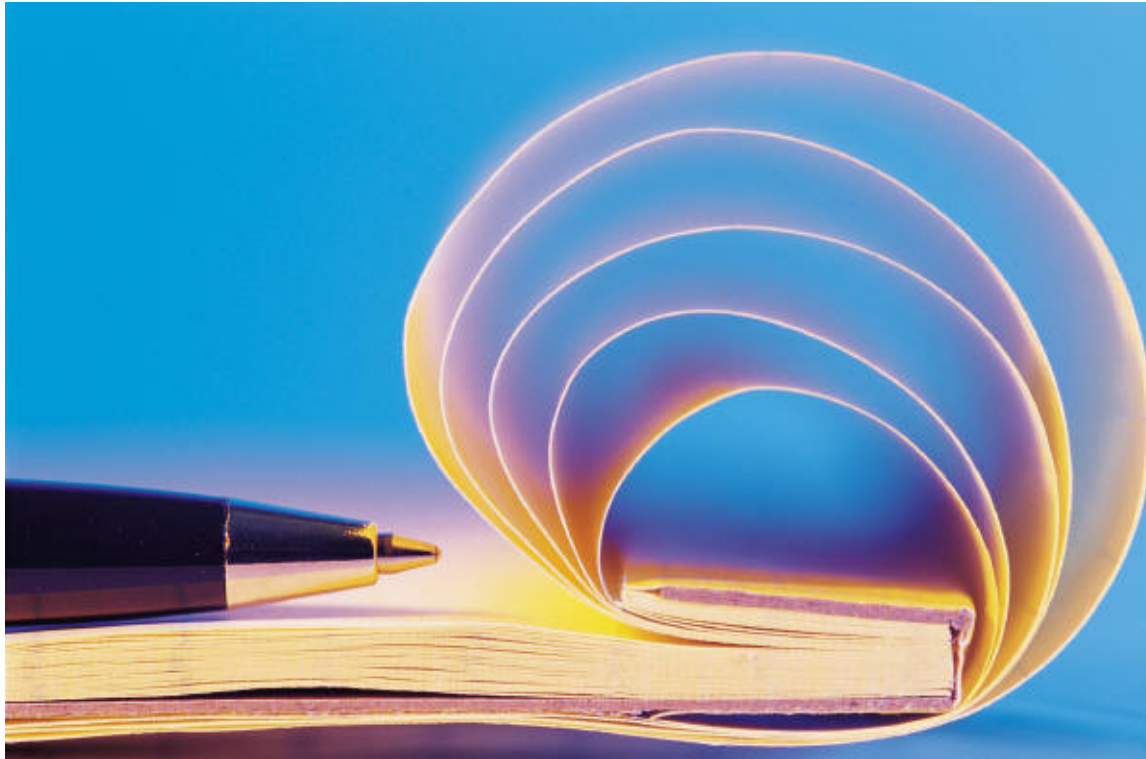
Guiding Principle



Always end each segment with the best, most exciting screen possible.

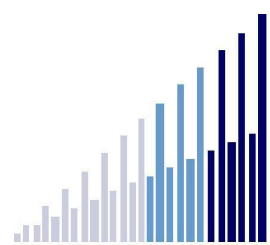
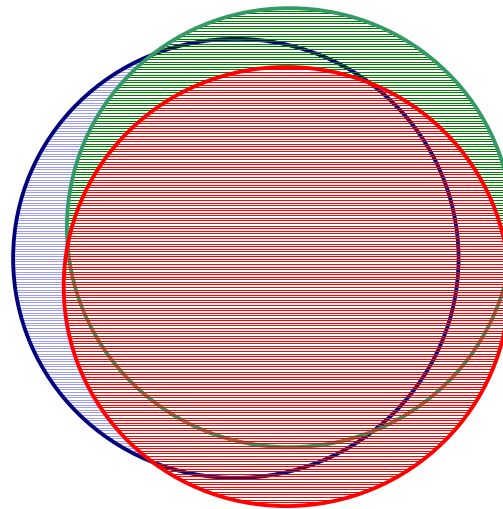


Develop The Second Pass – The “Do It Again”

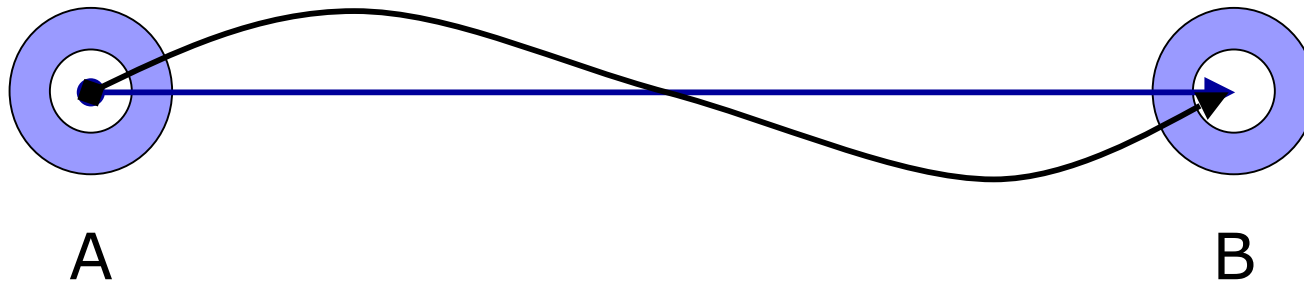


More on the “Do It Again”

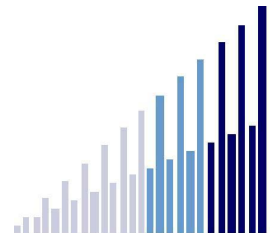
- When your audiences...
 - Have the same or similar job titles
 - Have the same or similar CBI's and need the same or similar Specific Capabilities...



“Do It Again”



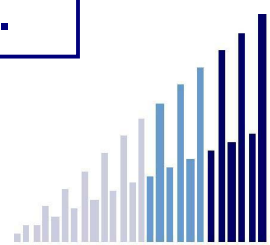
The “Do It” is the fastest route.
The “Do It Again” is the scenic route.



What We Can Learn From Newspapers



Organize information in consumable components.

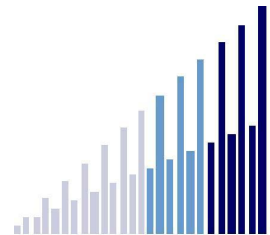


How Long Should The Demo Take?

- A complete Great Demo! time-line is concise:
 - ☐ Introduction 1-2 minutes
 - ☐ Illustration 1-2 minutes
 - ☐ Do It 1-2 minutes
 - ☐ Do It Again 5-10 minutes
 - ☐ Q & A 5-10 minutes
 - ☐ Summary 2-4 minutes
- Plan on 15 – 30 minutes for the entire performance – that's a Great Demo!

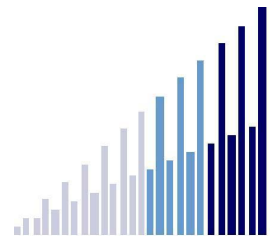


Note: Plan on 12-24 minutes per Solution

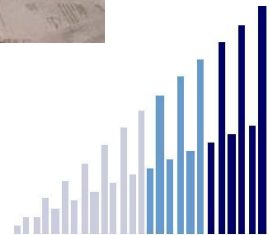


Technical Preparation - Summary

- ✓ Execute Research.
 - ✓ Coordinate Infrastructure.
 - ✓ Create your Outline.
 - ✓ Create your Summary and Introduction.
 - ✓ Create your Illustration.
 - ✓ Develop the first pass (the “Do It”).
 - ✓ Develop the second pass (the “Do It Again”).
-
- ✓ Practice.
 - ✓ Present to the Selling Team.
 - ✓ Adjust and Refine.
-
- ✓ Confirm infrastructure.

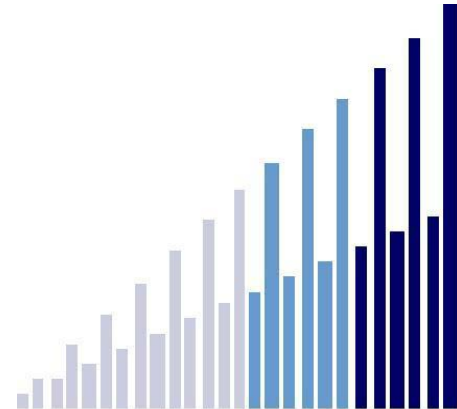


The Real World



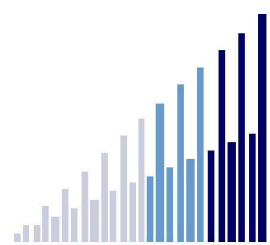
Multi-Solution Demonstrations

Creating and Delivering
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Software Demonstrations



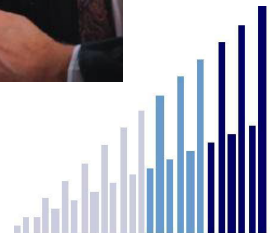
Process For Two Solutions

1. Introduction (introduce both Solutions)
2. Present the Situation and Illustration for the first Solution.
3. Present the Situation and Illustration for the second Solution.
4. Re-introduce the Situation and Illustration for the first Solution.
5. Do It. Summarize.
6. Do It Again. Summarize.
7. Re-introduce the Situation and Illustration for the second Solution.
8. Do It. Summarize.
9. Do It Again. Summarize.
10. Summarize for both Solutions.
11. Questions and Answers.
12. Final summary.



Process For “N” Solutions

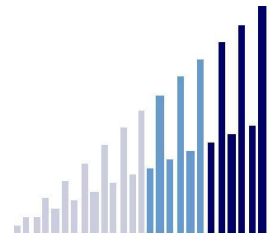
1. Introduction.
2. Present the Situations and Illustrations for each Solution.
3. Then, for each Solution,
 - A. Re-introduce and present the Illustration for that Solution.
 - B. Do It. Summarize.
 - C. Do It Again. Summarize.
4. Summarize for all Solutions.
5. Questions and Answers.
6. Final Summary.



Demonstration Roadmaps

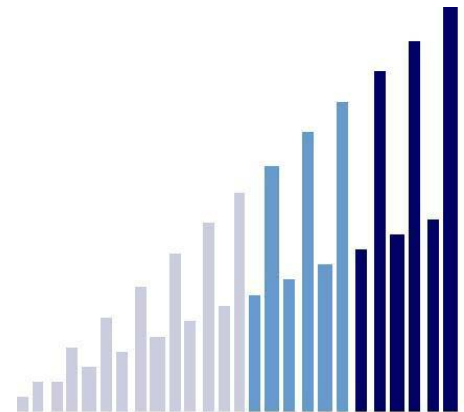
Outline = Roadmap = Agenda

- ✓ Introduction
- ✓ Overview of Situation and Proposed Solutions
- ✓ Solution 1
 - ✓ Overview
 - ✓ Demonstration
- ✓ Solution 2
 - ✓ Overview
 - ✓ Demonstration
- ✓ Questions and Answers
- ✓ Summary



Generic vs. Customer-Specific Demonstrations

Creating and Delivering
Compelling Software
Demonstrations



Generic Demonstrations

When/why do Generic Demos?

- Trade shows
- On-the-fly events
- “Vision Generation” meetings
- Demos for analysts
- Demos for third parties
- Marketing Roll-out Demos
- Product stage-review decisions



Generic Demonstrations are for unqualified audiences.

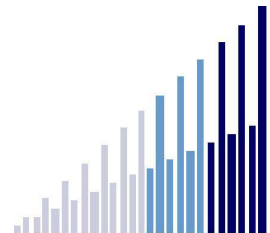


Preparing Vision Generation Demonstrations

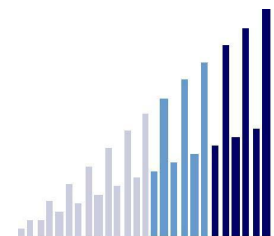
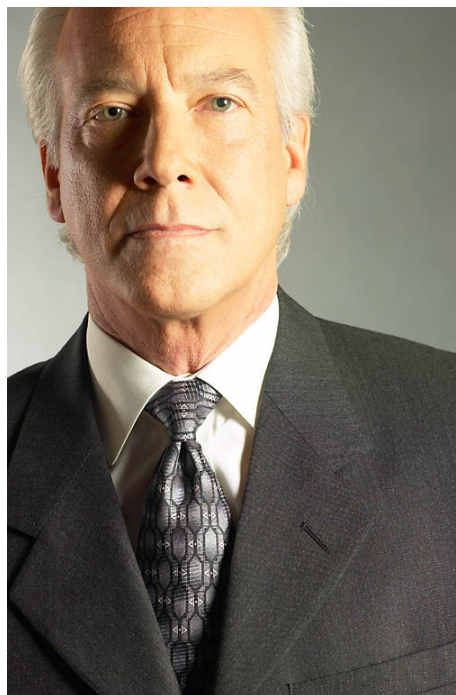
- Use Situation Slide and Illustration:
 - ✓ Job title and industry: VP of ...
 - ✓ CBI: Unable to ...
 - ✓ Reason: Not enough ...
 - ✓ Specific Capabilities: Need a way to ...
 - ✓ Delta: Need to save 20 days ...

- Generate “hope and curiosity”.

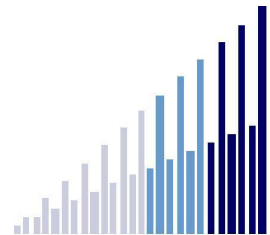
Why Did They Buy?



I Don't Want To Be Qualified...

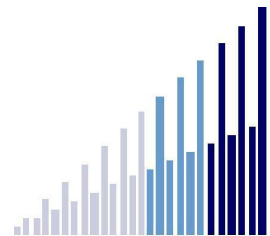


The Menu Approach



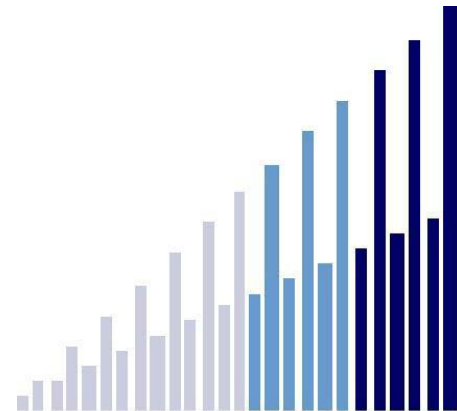
Generic Demos - Summary

- ✓ “Why did they buy?” exercises provide key information for building generic demos.
- ✓ Follow the same principles as for customer-specific demonstrations, but using “generic” CBI’s, Reasons, and Specific Capabilities.
- ✓ Be prepared to use the “Menu” approach.



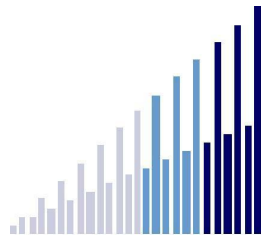
Managing Questions

Creating and Delivering
Surprisingly Compelling
Software Demonstrations



Good Questions... And Risk

- Good Questions are one of the greatest risks in a demonstration...
 - They can take you off your agenda...
 - Into areas of more and more detail...
 - Of less and less interest to the general audience...
 - Who begin side-conversations, lose interest...
- ...Resulting in chaos!



Managing Time And Questions

There are three types of questions:

1. Great Questions

- That should be answered right away.

2. Good Questions

- That should be answered later.

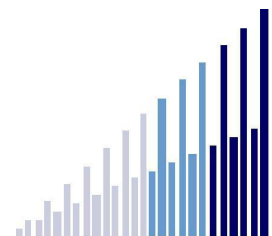
3. Stupid Questions

- That need to be answered later
(even though they never should have been asked).



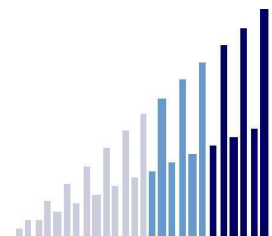
Great Questions

- Should Be Answered Right Away



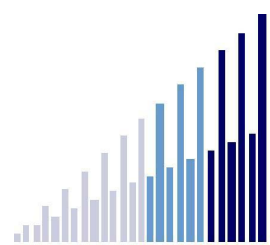
Answering Great Questions

- Answer Great Questions Right Away
 - A great answer is brief and to the point.
 - If you need to spend more than two sentences on the answer, then...
 - You are dealing with a Good Question instead.



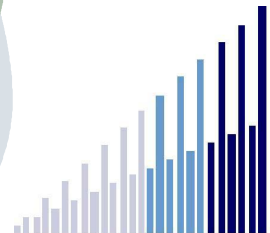
Good Questions

- Most questions are Good Questions...
- And are the single greatest risk to your Great Demo!
- How do you manage them?



The “Not Now List”

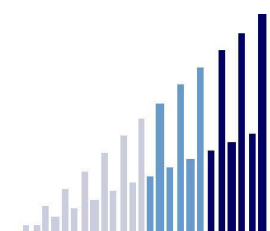
- When you are asked a Good Question, you reply with the following:
 1. “That’s an excellent question. I promise to address it, but for right now I’d like to continue with our meeting plan. Let me write it down, here, on the whiteboard.”
 2. [You write down the question, in brief.]
 3. “We’ll make sure to address it later. Is that OK with you?”



The “Not Now List”

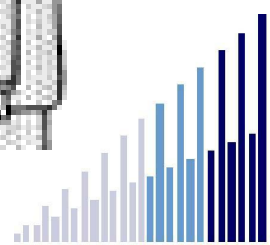
There are four key points to doing this successfully.

1. First, you must honestly acknowledge the question.
2. Second, write the question down for public display.
3. “Is that OK with you?” provides the opportunity for the questioner to be satisfied for the present and to indicate willingness to postpone the answer.
 - And, they participate in this decision.
4. You **MUST** remember to answer the question at the appropriate time
 - (During Questions and Answers).
 - ALWAYS gain closure with questions.



Stupid Questions – That Need To Be Answered Even Though They Never Should Have Been Asked

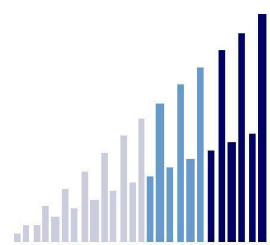
- Stupid questions arise from two sources, typically:
 1. Hostiles:
 - Audience members who are trying to show off.
 - Audience members who are trying to trip you up.
 2. Audience members who really don't understand.
 - Dilbert's Pointy-Headed Boss, for example.



Stupid Questions Are... Good Questions

- Treat Stupid Questions with the same respect, attention, and professionalism as Good Questions.
- Use the Not Now List.
 - Queue them up along with the Good Questions.

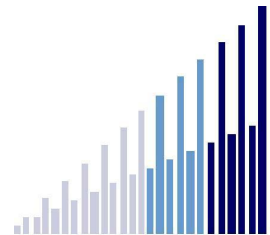
There are no Stupid Questions.
There are only Good Questions and Great Questions.



Addressing The “Not Now List”

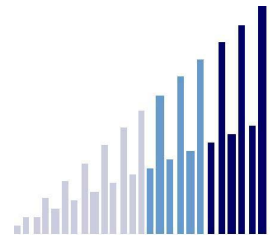
The Great Demo! Strategy:

1. Present the Illustration - Summarize
2. Do It - Summarize
3. Do It Again - Summarize
4. Questions & Answers
5. Summarize



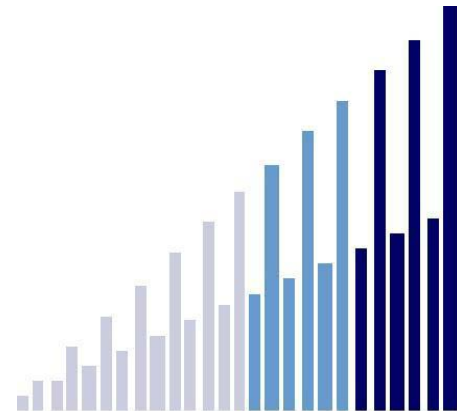
Managing Questions - Summary

- ✓ Answer Great Questions right away.
- ✓ Use the “Not Now List” to queue-up Good Questions and ~~Stupid~~ Questions and address them in Q&A.



Style

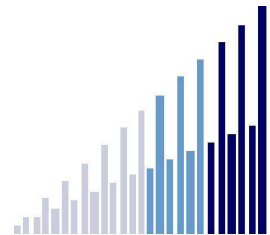
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Axiom

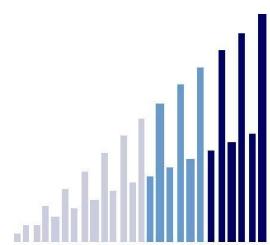
Substance over style. Always.

Use Style elements to differentiate.



The Content-Free Buzzword-Compliant Vocabulary List

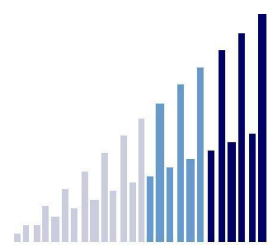
- | | |
|---------------|-------------------|
| 1. Robust | 8. Interoperable |
| 2. Powerful | 9. Easy-to-use |
| 3. Flexible | 10. Intuitive |
| 4. Integrated | 11. User Friendly |
| 5. Seamless | 12. Comprehensive |
| 6. Extensible | 13. Best-of-Breed |
| 7. Scalable | 14. World-Class |



Recovering From Bugs, Mistakes And Crashes

All useful software has bugs.

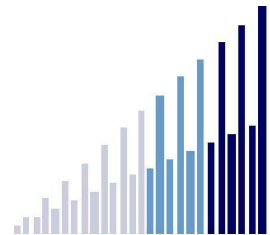
The pain and embarrassment potential for any bug appearing is directly proportional to the importance of the demo.



Cosmetic Bugs



-
- Cosmetic bugs do not impact the functionality, but affect what is seen on the screen.
 - **Strategy:** keep going and ignore it.



Serious bugs



- Serious bugs impact functionality to render unusable.



- Serious bugs will re



- Strategy:



1. Acknowledge that you are having a bug.
2. Describe what should have happened.



Crashes

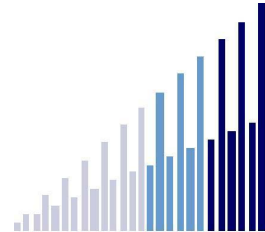
- Crashes:

Ick!



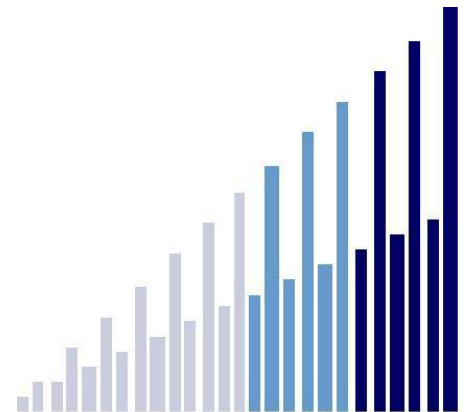
- Strategy:

1. Handle a crash similarly to a serious bug.
2. Re-direct and recover.

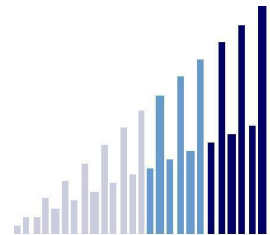


Remote Demonstrations

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Software Demonstrations

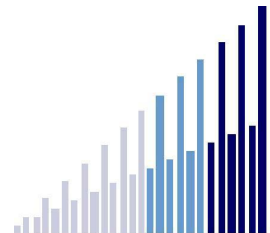


The Challenge



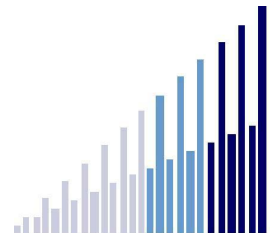
Remote Demonstrations – Guidelines

- Best: Split your forces...
 - See the reaction of the audience.
 - First-hand observations are important!
- Good when an existing relationship is in place.
- OK in one-on-one situations.



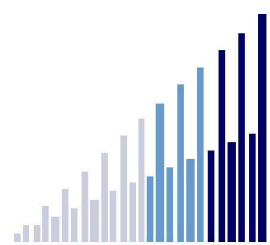
Before the Demo

- Check out firewalls and other infrastructure.
- Learn the collaboration tool's operation and capabilities.
 - Set up a session with a colleague ahead of time to explore.
- Set your screen resolution to the audience's lowest level.
- Monitor performance on a separate "audience" machine.
- Use a headset-microphone.
- Clean your desktop and your "File Open" windows.
 - It is amusing (but sad) to see where the vendor was last selling...
 - Consider a dedicated computer.
- Send your Illustrations to the customer ahead of time.
 - Terrific way to differentiate!
- PowerPoint: test animations, builds, etc.
- Turn off IM!



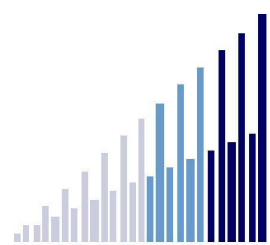
During the Demo

- Use a Demo Roadmap.
 - Helps the customer know where they are...
 - Helps you organize and summarize.
- Start with your Illustration.
 - Send them ahead of time...
- Use the tools in the collaboration software.
 - Pens, pointers, arrows, highlighters, boxes...
 - “Polling” tools (for larger audiences).
 - “Chat” tools.
- Mouse slowwwwwly and deliberately!



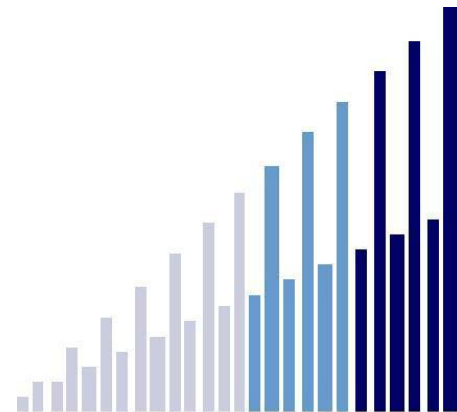
During the Demo

- Use a Word document for your “Not Now” list.
- Ask questions as you go.
- Give control to an audience member.
 - Can be VERY powerful!
 - Be sure to manage the risk involved...
 - Use your Champion and arrange ahead of time.
- Resist pointing at the screen with your finger...
 - I've SEEN this...!
 - Shockingly, the customer can't see your hand...
- Summarize early and often.



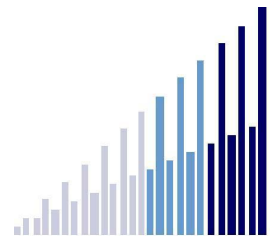
Seminar Summary

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What Did We Accomplish Today?

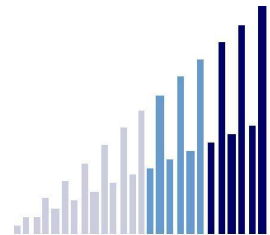
- ✓ Setting the Stage
- ✓ Understanding Your Customer:
 - ✓ Your Customer – Qualification and Needs Analysis
 - ✓ “Why did they buy?” Discussion
- ✓ Preparing Your Demonstration:
 - ✓ Sales preparation – Key Components and Responsibilities
 - ✓ Corporate Overview - Comments
 - ✓ Technical Preparation – Key Components and Responsibilities
- ✓ Mapping the Process to Real Life
 - ✓ Multi-Solution and Multi-Player Demonstrations – Demonstration Roadmaps
 - ✓ “Generic” vs. Customer-Specific Demonstrations
 - ✓ Managing Time and Questions
 - ✓ Handling Bugs, Crashes, and Other Challenges
- ✓ Questions and Answers
- ✓ Final Summary



A Great Demo!

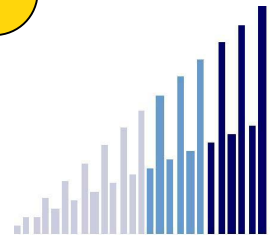
(Introduction)

1. Present the Illustration - Summarize
2. Do It - Summarize
3. Do It Again - Summarize
4. Questions & Answers
5. Summarize



A Great Demo!

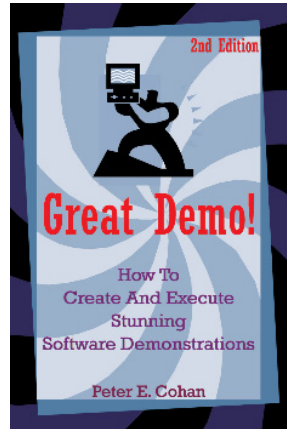
“Do the Last Thing First!”



The Second Derivative

Great Demo! Books

- ✓ In its Second Edition
- ✓ Hardcopy
- ✓ Electronic



DemoGurus®

- ✓ Evergreen best practices, tips, guidelines, new techniques
- ✓ New tools and technologies
- ✓ Feedback and comments from peers
- ✓ Anecdotes, stories and experiences

Great Demo! Workshops

- ✓ Introductory Seminars
- ✓ Focused Workshops
- ✓ Master Classes
- ✓ Refresher Workshops

Ongoing Coaching

- ✓ Key Demo Feedback
- ✓ Situation-based Coaching

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